

Message Text

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PAGE 01 STATE 224696

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ORIGIN EUR-25

INFO OCT-01 ISO-00 COME-00 EB-11 RSC-01 /038 R

DRAFTED BY EUR/WE:EJBEIGEL:VE

APPROVED BY EUR/WE:RDVINE

COMMERCE: J.DEVLIN

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R 141718Z NOV 73

FM SECSTATE WASHDC

TO AMEMBASSY PARIS

UNCLAS STATE 224696

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJ: FRENCH INTERCHIMIE INDUSTRIAL EXHIBITION IN 1974

FRENCH POLITICAL COUNSELOR BROUGHT TO DEPARTMENT NOVEMBER 13 THE NEWLY APPOINTED EXHIBITION DIRECTOR, PIGANOL, WHO IS VISITING U.S. IN ENDEAVOR MOBILIZE U.S. CHEMICAL INDUSTRY PARTICIPATION TO OFFSET EXPECTED HEAVY PARTICIPATION FROM WESTERN EUROPE, WARSAW PACT COUNTRIES AND JAPAN IN INTERCHIMIE EXHIBITION AT PORTE DE VERSAILLES NEXT JUNE. APPARENTLY ONLY ALLIED CHEMICAL HAS BEEN RESPONSIVE SO FAR WHEREAS THIRTY U.S. COMPANIES REPORTEDLY PARTICIPATED IN CHIMIE SALON IN 1971. PIGANOL WHO IS KNOWN TO PIETRE WILL ALSO ENDEAVOR TO SEE PETROW AND HYMAN NEXT WEEK FOR ANY SUGGESTIONS. PIGANOL SAID HE APPRECIATES THAT FINANCIAL SUPPORT COMMERCE GAVE U.S. EXHIBITORS IN 1971 WILL NOT BE AVAILABLE IN 1974 BECAUSE HIS INITIATIVE COMES SO LATE IN FISCAL YEAR FOR WHICH BUDGETARY RESOURCES HAVE ALREADY BEEN COMMITTED. NOTICE ON INTERCHIMIE EXHIBITION WILL APPEAR IN COMMERCE TODAY. WE ALSO SUGGESTED THAT PIGANOL SEEK ADVICE FROM ALLIED CHEMICAL WHEN HE IS IN NEW YORK TODAY REGARDING RENEWED APPROACHES TO OTHER COMPANIES. RUSH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE224696
Document Source: CORE
Document Unique ID: 00
Drafter: EJBELGEL:VE
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731134/aaaaaype.tel
Line Count: 51
Locator: TEXT ON-LINE
Office: ORIGIN EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 1
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: collinp0
Review Comment: n/a
Review Content Flags:
Review Date: 11 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 FEB 2002 by reddocgw>; APPROVED <15 MAR 2002 by collinp0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FRENCH INTERCHIMIE INDUSTRIAL EXHIBITION IN 1974 FRENCH POLITICAL COUNSELOR BROUGHT TO DEPARTMENT
TAGS: BEXP, FR
To: PARIS
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005